



S T R E A M L I N E

S T U D I O S

Delivering the Promise





Evolution of a relationship
AMD & STREAMLINE STUDIOS



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Who are we?

➤ **Alexander L. Fernandez**

➤ **Chief Executive Officer**

➤ **Silver Glasses**

➤ **Hector R. Fernandez**

➤ **Chief Creative Officer**

➤ **Black Glasses**



Introduction

➤ Creative and engineering outsource provider for the video games industry since 2001

➤ Generally called when...

- There's no internal expertise
- Tasks needed to be completed yesterday
- Int. / ext. pipeline needs to work

➤ Outsourcing reveals skeletons in the closet

- Poor production methods
- Fiefdom battles
- Unrealistic expectations caused by poor planning
 - You'd be surprised how often this one occurs



Relationship with AMD

- Really this isn't a commercial...
- Using AMD since our MOD days
scattered on boats and continents
throughout the world



➤ You may remember us from The Gunman
Chronicles

➤ First MOD sold in a retail box

➤ Utilized the Half-Life engine

➤ Published by Vivendi Universal Xmas 00

➤ Still drawing a blank?

➤ It had cowboys and dinosaurs in space





From Modders to Professionals
AMD systems lead the way



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Cutting our teeth

- Streamline was founded with our AMD fleet
 - We handled our own support issues
 - Geek pride wouldn't let us think of an external vendor
 - From James Bond to Unreal Tournament 2004, we kept churning through large AAA projects
 - Growth spurt demanded an expansion of infrastructure
 - This left us with a dilemma of cost for power issue



Death March

- **Research led us back to AMD**
 - **AMD developer relations briefed us on the savings and power of Opteron**
 - **Thoughts of Intel's 64-bit affair plagued IT**
 - **Creative had their reservations**
 - **Finance saw rising costs for software upgrades**
- **A few days later we received a Dual Opteron 1.8 GHZ / 2 Gigs of RAM to test**



Ghost Recon 2

➤ **Render farm active for 30 days**

➤ **14 straight days rendering**

➤ **45 layers per shot**

➤ **1800 compiled frames**

➤ **Opteron never went down**

➤ **Opteron 1.8GHZ had a 20% overall speed increase vs. Xeon 3.06GHZ of comparable specs**



Results

- **20% increase allows for more work**
 - Creative, happy with power increase
 - Finance, happy with cost
 - IT, happy with reliability and support
- **Currently rolling out AMD64 solution**
 - Anticipate an increase in 20% results with...
 - Dual AMD64 workstations – stage 1 – complete
 - Render farm upgrade – stage 2 – Q3
 - Backend servers – stage 3 – Q4



Working with AMD

- Empowered our studio by recognizing us early on
 - Provided the power to get us here
 - Understand what it will take to get us to where we're going
- AMD developer relations
 - Frequently in contact / informing of latest tech and dev
 - Willing to work with your studio and talk about solutions
 - More than just sales people / they get developers
- AMD cutting edge technology
 - Pushing the envelop of digital content creation, but also how we see this content
 - Opportunities to be involved from the start



Summary Info

➤ Please visit us

➤ www.streamline-studios.com

➤ Contact Info

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